

**MTDC Meeting Agenda**  
**9:00 a.m. on August 23, 2017**  
**MP 2 at the County Government Center**

- **Welcome and Introductions** Chair, Tom Norman
- **Approval of Minutes** from February 23, May 25, 2017
- **Director's Report** – *enclosed*
  - Some Highlights
  - Advertising opportunities (Visitor Guide, Z-Card, tear-off map, website)
  - Go To Town Car!
  - SWVA Mountain Brew Trail launch
  
  - GROUPS AND EVENTS
  - North American Rally- Christiansburg, July 11, 2017
  - 2018 USTA Mid-Atlantic Tournament- Blacksburg, June 21-24, 2018
- **Upcoming Activity**
  - August
  - Renew the New- August 26
  - SWVA Community Coaching Summit- 30-31
  - September
  - Northern VA Gateway Welcome Center Blitz- August 31-Sept. 8
  - Kiwanis Wilderness Road- Booth on Sept. 16
  - IBMA in Raleigh with VTC and Crooked Road- Sept. 26-30
  - October
  - Residence Inn Grand Opening- Oct. 11
- **Needs**
  - Call for Grant committee members
- **Discussion**
  - Strategic Plan FY 18-20- Define the strategy
- **Opportunities**
  - Partner Sharing- Send a request to "Link" to Irene Kilmer who will then add you to the closed Montgomery County VA Hospitality and Tourism Partners group.
- **Upcoming Meetings:**
  - MTDC:** November 16
  
  - Hospitality & Tourism Partnership Meeting:**
    - September 6
    - December 6
  
  - Tourism Board Meetings:** Monthly, Third Friday